

see the greatest news in
movie-making since
home movies began!

Bell & Howell AUTOLOAD®

SUPER 8 MOVIE CAMERA



It's all new . . . all electric . . . all automatic!
Shoot movies with new Super 8 Film. Just
insert the cartridge . . . no settings, no
threading, no winding, no flip-flopping of
film. Your very first roll will tell you that
you've taken the most colorful, crisp, sharp
movies you've ever seen!

Bell & Howell AUTOLOAD® SUPER 8 MOVIE PROJECTOR

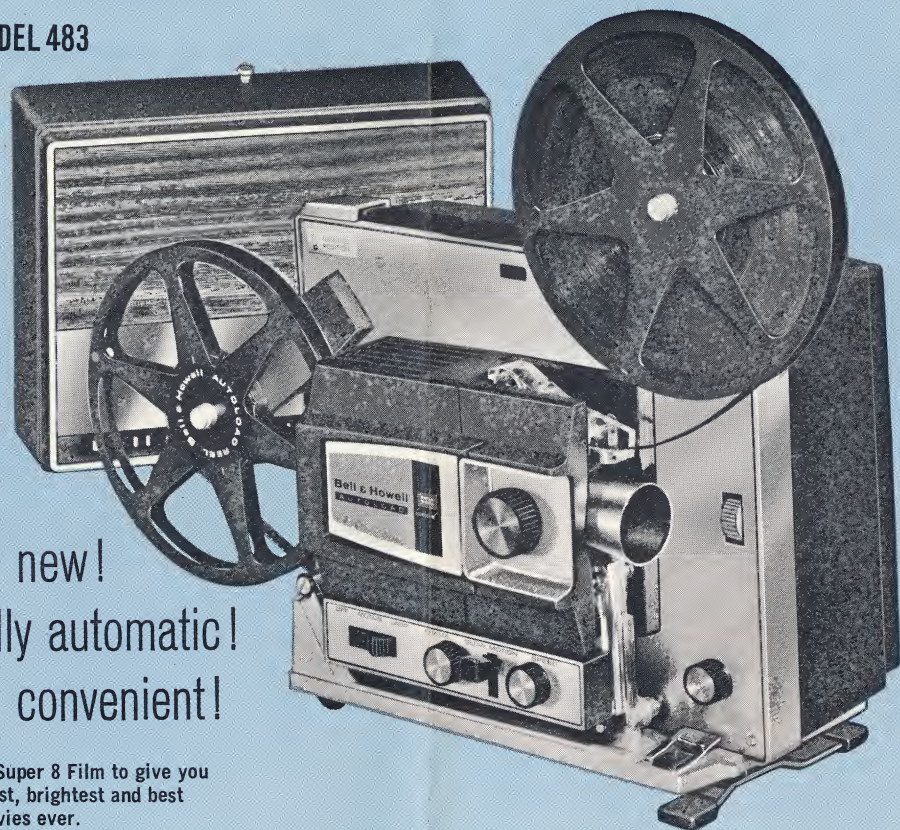
inside...



a
revolution
in
movie
projection

Bell & Howell AUTOMATIC THREADING PROJECTORS FOR NEW SUPER 8 FILM

MODEL 483



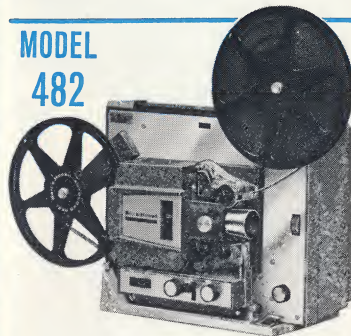
totally new!
totally automatic!
totally convenient!

- Projects Super 8 Film to give you the biggest, brightest and best home movies ever.
- Instant Slow Motion adds variety to every movie you show.
- Reverse Control lets you back up to any point in the film for review.
- Cord Storage Compartment
- Rapid Rewind

- Still Picture Projection—Stops picture with complete safety, for a closer look.
- Sharp f/1.2 Lens to project clear, undistorted pictures.
- Variable Speed—speed up or slow down action.

- Brightness Switch increases lamp life 500%.
- Reel Arms snap out for quick set up.
- Filmovara Zoom Lens optional—Changes picture size without moving projector.

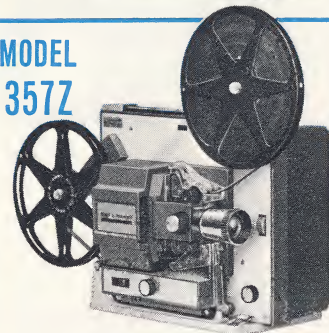
MODEL 482



- Projects Super 8 Film to give you the biggest, brightest and best home movies ever.
- Reverse Control lets you back up to any point in the film for review.
- Still Picture Projection—Stops picture with complete safety, for closer study.
- Sharp f/1.6 Lens to project clear, undistorted pictures.

- Variable Speed—speed up or slow down action.
- Instant Slow Motion adds variety to every movie you show.
- Cord Storage Compartment
- Reel Arms snap out for quick set up.
- Rapid Rewind
- Filmovara Zoom Lens optional—Changes picture size without moving projector.

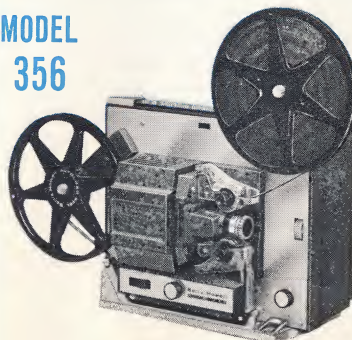
MODEL 357Z



- Projects Super 8 Film to give you the biggest, brightest and best home movies ever.
- Reverse Control lets you back up to any point in the film for review.
- Still Picture Projection—Stops picture with complete safety, for a closer look.

- Reel Arms snap out for quick set up.
- F/1.6 Filmovara Zoom Lens—changes picture size without moving projector.
- Cord Storage Compartment
- Reel Arms snap out for quick set up.
- Rapid Rewind.

MODEL 356



- Projects Super 8 Film to give you the biggest, brightest and best home movies ever.
- Reverse Control lets you back up to any point in the film for review.
- Still Picture Projection—Stops picture with complete safety, for a closer look.
- Rapid Rewind

- Sharp f/1.6 Lens to project clear, undistorted pictures.
- Reel Arms snap out for quick set up.

ALL PROJECTORS INCLUDE:

- Die-cast Aluminum Construction
- Factory-Sealed Lubrication . . . never needs oiling by you.

with all these

SUPER FEATURES...

■ AUTOMATIC THREADING REEL-TO-REEL

Makes showing of film a pleasurable experience—right from the start! With Bell & Howell's Autoload Super 8 there's no need to try your audience's patience with time-consuming set ups. Just slip the film into a slot and it threads itself automatically reel to reel.

■ TWICE AS MUCH LIGHT ON THE SCREEN

Your pictures come alive with new Super 8 film! You'll be amazed by the extraordinary brightness and sharpness made possible by the entirely new optical system. Every film becomes strikingly vivid when projected by the Bell & Howell Autoload Super 8!

■ SUPER QUIET OPERATION

Goodbye to whir, buzz, grate and grind! You hardly know the new Super 8 is running. It just purrs quietly . . . because the gears and motor have been isolated and specially mounted to eliminate the usual distracting projector noise.



50%
MORE PICTURE

100% MORE FUN

It has happened! We have entered upon a new era in home movies! With the introduction of completely new Super 8 Film, Bell & Howell offers the most sweeping changes ever made in a 8mm movie projector. Entirely new and different in concept, the amazing Super 8, with its revolutionary, redesigned optical system, has taken full advantage of the 50% larger picture area on the new Super 8 Film . . . to give you the biggest, brightest and best home movies ever. Truly a sensational break-through! You've never seen anything like it . . . never operated anything like it . . . never dreamed of anything like it!